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*A Vacuum Lili At Amsterdam Fair*







Volume 9, Number 2

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## Cover Page

More than 130,000 persons saw the U. S. Food and Agriculture Exhibition in Amsterdam, The Netherlands, last November. Among them was Dutch TV star Ageeth Scherphuis, the lady at right in our cover photo. A demonstrator is giving her pointers on the vacuum lift used to raise eggs from a farm case and place them onto a conveyor for sizing and grading. In indication of the exhibit's success, 60 percent of the American food products in the Self-Service Food Store was sold out in the first 4 days. Other popular attractions of U. S. agricultural marketing included USDA-developed quality measurement devices, a grading and inspection display, and a patio cook-out where hot dogs, hamburgers and chicken were grilled over charcoal and sold to Dutch customers. See page 3.

*Editor,* MILTON HOFFMAN  
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*This tomato colorimeter was one of the USDA-developed devices for measuring quality which proved popular at the Fair. It is being explained by James D. Rowan (back to camera) of AMS' Market Quality Research Division. Among the spectators is Assistant Secretary (for International Affairs) Roland R. Renne, (right, nearest machine, wearing badge). At his right is James K. McClarren, Director of the Trade Fairs Division, Foreign Agriculture Service.*

# The Amsterdam Fair

## *The Largest Display Of U. S. Food and Agriculture*

AMERICAN food and agriculture put on a show in Holland . . . and the Dutch came, liked what they saw, and bought thousands of dollars of U.S. food.

This—in a nutshell—sums up how the people of Holland reacted to the recent United States Food and Agriculture Show in Amsterdam, The Netherlands, November 7-22. Over 130,000 visitors attended the largest display of U. S. food and agriculture ever put together under one roof.

The central theme of the exhibit was taken from Secretary of Agriculture Freeman's call for "a bridge of trade and ideas across the Atlantic." European customers were reminded that purchases by the United States from Europe of such items as automobiles, fine china, Dutch hams, and wines would be impossible without reciprocal purchases of American agricultural

products. The exhibit also pointed out that the U. S. has the marketing and production know-how to deliver top quality, wholesome food to European buyers at a reasonable cost.

One of the most successful attractions was an operating American supermarket. Exhibit officials were hard pressed to keep the shelves filled with such items as cake mixes and dry cereal. The success of the supermarket was underlined by the Russian Ambassador to the Netherlands after touring the exhibit during a special diplomatic day. When asked by U. S. officials if they could call his car at the end of the tour, he refused, saying he wanted to do some shopping at the supermarket.

U. S. agricultural marketing was also highlighted in the special exhibits section of the three-acre show. Here visitors such as the Queen of Holland saw

USDA-developed quality measurement devices in action. European visitors pitted their own thumbs against the mechanical thumb and tried to out-guess the difference meter's judgment of the ripeness of apples.

The inspection and grading display was another popular section of the exhibit. Dutch housewives were shown U. S. meat, egg, and poultry grades. Poultry and meat inspection also was featured. Because most Dutch tastes run to red meat with little or no marbling, Dutch visitors were particularly interested in the fact that U. S. beef is available in "Good" and "Standard" grades. Both grades have very little marbling.

Running concurrently with the 2nd week of the exhibit was a symposium of world agricultural leaders. Delegates from Europe and the United Kingdom heard important policy speeches by U. S. Secretary of Agriculture Orville L. Freeman; Commissioner Sicco Mansholt, European Economic Community; and British Agriculture Minister Christopher Soames.

One more successful section of the exhibit was a patio cook-out where hot dogs, hamburgers, and chicken were grilled over charcoal and sold to Dutch customers. The food was consumed at U. S.-styled picnic tables with tree stumps used as seats. Even the floor—constructed out of flag stones—carried the cook-out atmosphere. And several times a day entertainers from an American hootenanny show, running as a separate feature of the exhibit, performed.

Besides the food for sale in the supermarket and the patio cook-out, plenty of free samples were given away. Ringing the supermarket were the demonstration kitchens of U. S. trade groups. And in the center of the supermarket, the Grocery Manufacturers of America offered samples of many of the items to be found in the supermarket.

Even in the commercial section of the exhibit, appreciative Dutch families enjoyed free chicken, doughnuts, and cereal snacks.

And there were other parts of the exhibit which interested the crowd. A machine manufactured cigarettes with U. S. tobacco. Leather was featured to spectators crowded 20 deep at a fashion show. The Sigma 7 space craft and a display of space foods had lines of people waiting most of the time.

"A jolly good show" said a British journalist and it looked like most other visitors agreed.





*Some 120 items are carefully examined in the plant inspection. Dairy plant inspector above records data on sanitation and manufacturing procedures before sour cream vats. To learn whether proper hygienic measures are being employed, inspector below makes a check on cottage cheese packaging machinery after clean up period. Ultimate benefits of plant inspection service go not only to manufacturers—but to consumers, too, in the form of better quality dairy foods like those on the next page.*



# Plant Inspection

By Edwin F. Garbe

Manufacturers of butter, cheese, non-fat dry milk and other dairy foods can point with pride to the many improvements they have made in their plants, processing equipment, and sanitary procedures over the past few years.

The benefits are being passed on to consumers in better quality dairy foods.

A good many of these improvements have resulted from the operation of the dairy plant inspection service of the U.S. Department of Agriculture, which is available to dairy product manufacturers across the country.

Throughout a dozen years since its beginning, the dairy plant inspection program has grown in stature and in numbers of inspections performed. This past year, dairy plant inspectors of USDA's Agricultural Marketing Service performed nearly 3400 inspections, a 75 percent increase over the number made just three years ago.

Through the plant inspection, the dairy plant manager is given an impartial evaluation of all aspects of his plant's manufacturing operation—from raw milk to finished product. Made periodically, the inspections help the plant to produce high quality dairy foods by drawing attention to problem areas in processing.

With service as its keynote, the program is provided to dairy plants on a voluntary basis. The manager of any dairy plant may request an inspection of his plant. Cost of the service is borne by the applicant.

Plant inspections were first performed in 1952 in connection with the dairy product price support program, to assure good keeping quality in dairy products purchased by USDA's Commodity Credit Corporation.

Inspections are still performed for this purpose. They also are made in plants using the "resident" grading and quality control service offered by the AMS Dairy Division, as well as in other plants whose managers have recognized the values of the plant inspection program to overall plant improve-



# tion Helps Manufacturers of Dairy Foods

ment, product quality improvement, and the resulting greater consumer acceptance of their products.

In performing a plant inspection, USDA inspectors make a methodical check on the plant's facilities, processing equipment, processing and packaging methods, sanitary procedures, and quality improvement program that the plant has for the raw milk going into the manufacture of its products.

Some 120 items are carefully examined in each inspection. An appraisal of the inspection recognizes the plant's accomplishments since the last inspection and points the way to improvements if any are needed.

Based on the appraisal, recommendations are made to the plant manager, which help assure that the plant's products will be of uniform high quality, will meet specific grade or contract requirements, and will have good keeping quality.

For instance, based on their plant inspections, AMS Dairy Division inspectors are able to show cheesemakers several important areas in manufacture which can be directly responsible for the downgrading of their vats of cheese—such as poor quality milk, inadequate heat treatment of milk, poor “starter” control, short-cuts in manufacturing methods, and improperly applied wrappers.

They often stress to plants—as a result of inspections—the importance of making regular daily examinations of incoming milk by experienced personnel, of rejecting poor quality milk, and of making periodic tests for bacteria and sediment. And they emphasize the importance of plants having aggressive programs, all year around, of maintaining milk cans in good condition and of returning dry, sanitary cans to producers.

Inspection reports show that the trend toward handling manufacturing milk in bulk is reducing the extent of product quality defects that are associated with difficulties in keeping cans sanitary and in good condition.

Once inspected, plants are given “status.” They are either granted “full status,” “probationary status,” or “ineligible status.” Full status plants are those that have maintained a high level operation. These plants are a distinct credit to management, their employees, and to the dairy industry as a whole.

Probationary status plants are those that have been found deficient from the standpoint of equipment, and, in many instances, in the condition of producer cans. This “temporary” status is granted to permit the plant manager a specified time—30, 60, 90 days, or more, depending on the seriousness of the deficiencies—to improve his plant to qualify for full status.

During this time for improvement, Dairy Division personnel tell plant management: “We want to work with you and assist you in every way we can. All we ask is that you, in return, work with us.”

If an inspection shows serious plant deficiencies, or improvement is not accomplished during the probationary status period, a plant may be given ineligible status. Such a plant would be ineligible for USDA grading service.

Again, however, plant management is given assistance, particularly in the action needed to qualify the plant for full status rating.

AMS's Dairy Division has compared inspection reports for this past year with those of earlier years. Results show a continuing improvement in plant sanitation, operating procedures, and quality of dairy foods manufactured. The prospect is for better dairy products for consumers—and for consumers who are better satisfied with the dairy products they buy.

*(Mr. Garbe is Acting Chief of the Inspection and Grading Branch, Dairy Division, Agricultural Marketing Service.)*





# Consumer Wants in Beef

By C. J. Echterling, John Schwartz and Dr. R. J. Deans

WHEN it comes to beef, the consumer is making her food-buying opinions known at the self-service case with a sharply reduced demand for fat, and for wasteful cuts which meet with her disfavor. This has led the entire beef industry to look for practical ways to produce a trim yet high quality beef carcass at a moderate production cost.

In order to encourage the industry to produce a desirable beef carcass, a test program has been started in Michigan to determine the merits of informing the cattle feeder about specific carcass traits of the cattle he markets. Since the feeder modifies the feeder calf with various types of rations to produce a beef carcass, it seems logical that this phase of the beef industry should receive attention.

Major goals of this project are to:

1. Provide Michigan cattle feeders with accurate objective carcass information through the analysis of ribbed carcass characteristics of a sample of the animals marketed.

2. Study the application of this information by the feeder in the management of his cattle program.

3. Study the possible use of carcass information in determining true market value.

4. Use this information in field-evaluating feeding recommendations and in detecting superior and inferior strains within established breeds of cattle.

Specifically, the Marketing Section, Foods and Standards Division, Michigan Department of Agriculture, through the Matching Fund Marketing Service Program, and the Beef Extension Section, Animal Husbandry Department, Michigan State University, has been working with selected Michigan cattle feeders having ration control, good management, and if possible, uniformity in brand or source of cattle.

Part of the funds for this program come from the Agricultural Marketing Service, which administers the Matching Fund Program within the U. S. Department of Agriculture. This program furnishes funds to States to help them solve local marketing problems.

The Michigan program functions in this way: Selected cooperators are asked to make available in advance their intended time and method of marketing.

The marketing specialist of the Michigan Department of Agriculture is notified when and where a consignment is being shipped by the feeder. After animals are purchased by a packing firm, the specialist makes arrangements with the purchasing packer as to the most convenient time to evaluate the carcasses after slaughter.

Carcasses are evaluated on marbling score, fat thickness (outside fat cover at the twelfth-rib cut), conformation grade, rib-eye area, color and texture of lean (extremes are noted), and character and color of fat. Federal carcass grade specifications are also considered in the evaluation of these carcasses.

When live animals carry tag identification, this information is transferred to the carcass ticket. If no live identification is available, the net weight is noted from the packer's carcass ticket, thus providing a general means of maintaining identity of each carcass and side of beef in the cooler.

Results for each lot of cattle being checked are posted on a form as the evaluation proceeds. Specific information includes the producer's and packer's code numbers and the slaughter and evaluation dates. Individual carcass data as well as summary information is provided. As soon as the evaluation is completed on a shipment of cattle, the report is sent to the feeder with one copy going to the beef extension specialist and one retained in confidential files by the marketing spe-

cialist. Thus, the extension specialist is informed of the slaughter performance of the various feedlots and can work with the feeders in attempting to correct undesirable conditions where possible.

Packer and commission interests have generally been very cooperative primarily on the basis that such a program will eventually lead to a more desirable product for them to merchandise. Since the start of this program, 1,347 carcasses from 16 different feedlots have been evaluated through different packing plants.

The Extension Service and Marketing Section are looking for more effective ways to continue this work on an expanded, yet practical basis. Naturally, there are problems to be solved. It is difficult to superimpose research techniques on a competitive operation under free market forces.

For example, no definite arrangement for evaluation of a consignment can be made prior to the time the animals are sold to a particular packer in the stockyards. Also, it is not desirable to have ribbed carcasses remaining in the cooler several days prior to further movement in the marketing chain.

In order to minimize the effect of these conditions, a sampling system has been established, based on a minimum sample of every third carcass per load.

Accuracy of this sampling device has averaged 97.6% on marbling score, 97% on quality grade, 95% on fat thickness, and 96% on conformation grade when comparing with all carcasses in the load. This allows for a faster and more complete evaluation of slaughter consignments and minimizes the effect of time on cut surface characteristics.

In establishing this minimum sampling requirement, no opportunity is lost to evaluate completely as many carcasses as possible in each consign-



ment. It is common to evaluate 80 to 90 percent of the carcasses in each consignment.

Loss of identity is another problem encountered. There is a need to use an inexpensive, fast method of identifying the carcass with the live animal from which it was produced.

*(Editor's Note) The U.S. Department of Agriculture has developed such a system of identifying beef carcasses, which may be used—when requested—in packing plants approved to receive the Federal meat grading service. Meat grading and standardization specialists of the Livestock Division of USDA's Agricultural Marketing Service have devised a carcass data certification system which assures that animal-carcass identity will be maintained until all required carcass information has been obtained.*

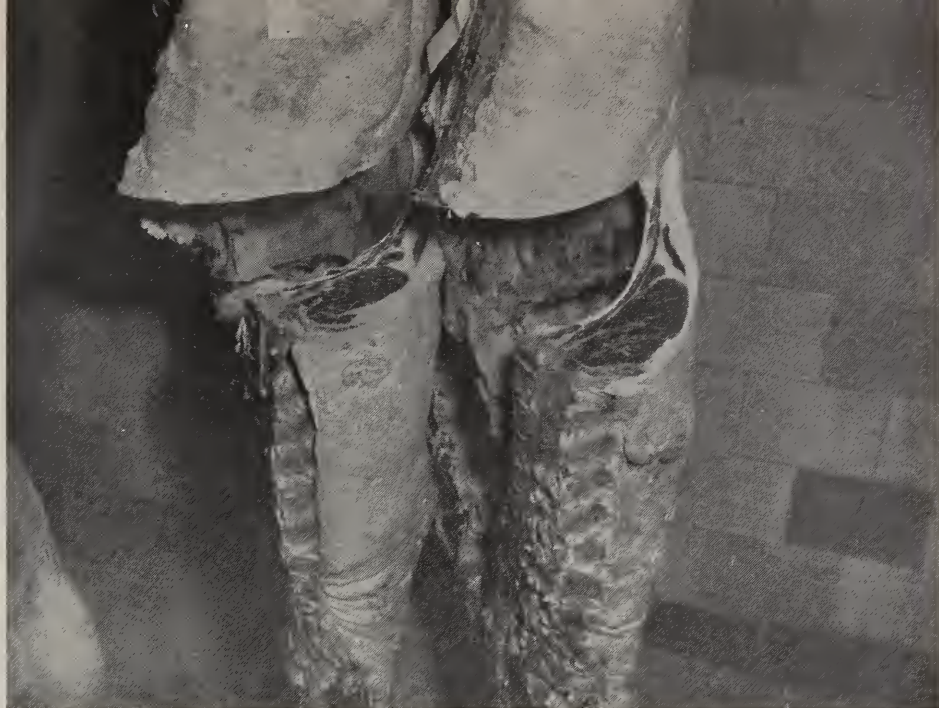
*A numbered back tag, furnished by USDA, is placed on each animal. The Federal meat inspector working on the packinghouse "kill floor" is supplied with correspondingly numbered seals. The inspector attaches the appropriate seal to each carcass as the cattle are dressed. This procedure maintains positive identification between the live animal and its resulting carcass.*

*When the carcasses have been Federally graded, the USDA grader will supply the following information: The USDA quality grade, with reports on marbling, color, texture, firmness, and maturity, yield designation, including reports on fat thickness over the rib eye; the area of the rib eye, the quantity of kidney and other internal fat, and the carcass weight; and the conformation of grades. Rib eye tracings may be furnished when requested.*

Great care has been taken to prevent delays and inconveniences to handlers and processors in the natural marketing functions of the observed lots of cattle.

... Problems can and will be worked out with continued and increasing cooperation on the part of the various meat industry factions as information gained by this work reflects desirable results to the feeder, commission man, and packer, as well as the final goal—the consumer.

*(About the authors—C. J. Echterling is Supervisor, and John Schwartz Marketing Specialist (Livestock and Meats) in the Marketing Section, Foods and Standards Division, Michigan Department of Agriculture, Lansing, Michigan; Dr. R. J. Deans, is Beef Extension Specialist, Michigan State University, East Lansing, Michigan.)*



*Carcass on right is of same desirable eating quality as carcass on left, yet is more desirable overall because of larger rib-eye area and thinner fat covering.*

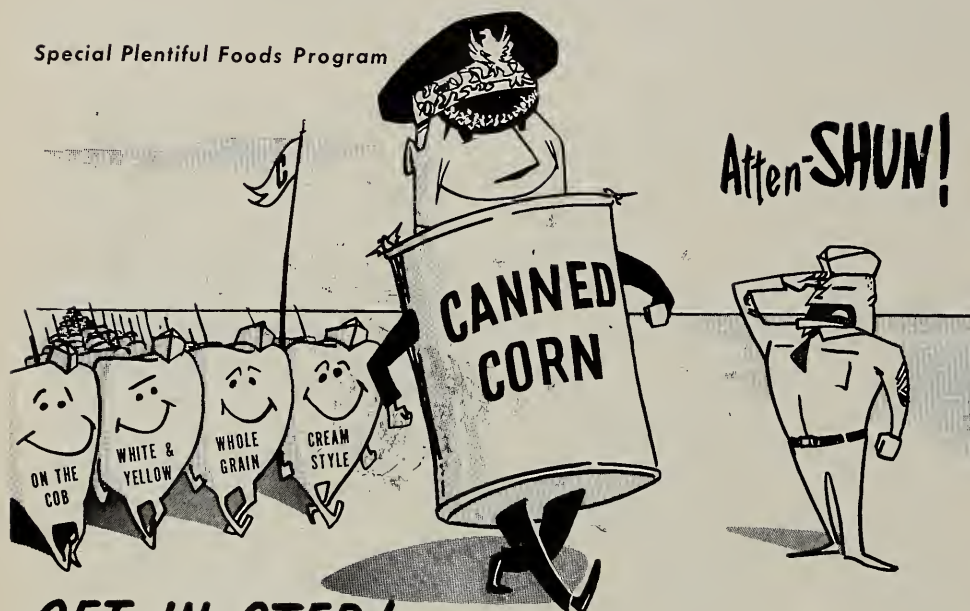


*Evaluation takes place in the cooler of a cooperating packer, where J. F. Schwartz (left), Meats and Livestock Marketing Specialist, and C. J. Echterling, Marketing Supervisor, Michigan Department of Agriculture, evaluate the ribbed carcasses from cattle marketed by a cooperating feeder. Below, Dr. R. J. Deans, Beef Extension Specialist, Michigan State University (left) and G. Haarer, farm manager, Mahogany Farms, Williamston, Michigan, discuss carcass evaluation results of a sample of steers from this feedlot group.*





Special Plentiful Foods Program



**GET IN STEP!  
KERNEL CORN IS ON PARADE!**

CROSS-COUNTRY food shoppers braving wind-whipped and white days of late winter and early spring's lion or lamb will find exceptionally large supplies of canned corn on their grocers' shelves.

In order to assist in moving these supplies, the Agricultural Marketing Service of the U. S. Department of Agriculture has carried canned corn on its Plentiful Foods listings, and has issued many thousands of fact sheets to the food service and grocery trades, in support of this industry-sponsored campaign. Grocers are urged to stack catchy displays, employ eye-appealing signs, and use all the resources of promotion and advertising for better sales. Restaurateurs are encouraged to fea-

ture canned corn in their menu offerings, cooking, baking, and serving.

In addition, AMS has distributed consumer-oriented information to the mass media calling attention to the abundance of this long-time household favorite. Distributors, food service personnel, and the general public benefit—corn recipes have gone to food editors, photos, slides, and spot announcements appear on TV, and radio stations are playing short-feature items.

As the year began, latest reports showed that stocks of canned corn in both distributors' and canners' hands were at a near-record level—43,147,000 actual cases—more than half a million cases above stock on hand a year earlier.

USDA information stresses that housewives will do well to stock up this stick-to-the-ribs food while supplies are so great, and prices favorable for including this tasty product of the good earth in many family menus.

An important function of the Agricultural Marketing Service is to assist producers and processors in obtaining access to the widest possible market.

The Plentiful Foods Program is essentially a sustained attempt to attract and enlist the promotional and merchandising capabilities of the food industry, and the support of the many channels of communication existing in this Nation, to help meet the problems of producers. It serves, in a sense, as the coordinator of a network of endeavor on the part of producers, processors, distributors, mass media, and of local and State officials, to convey to food retailers and food service industries the message that a specific commodity needs increased marketing emphasis.

And, going the final step to complete the marketing picture, the same message goes to consumers through the resources of the informational and educational agencies of the Department.

If the whole coordinated, cooperative endeavor is successful, everyone wins and the need for a Federal surplus removal plan is reduced or avoided.

The work-horse of the program is the monthly list of "Plentiful Foods." The list is published as two bulletins—one containing supply information and merchandising suggestions for food wholesalers and retailers—the other contains menu suggestions and recipes for use by those in the public feeding service industry.

Decisions are based on reliable supply and production figures gathered through the Department's nationwide fact-finding system.